

## BAB V KESIMPULAN, IMPLIKASI PENELITIAN DAN SARAN

### 5.1 Kesimpulan

#### 5.1.1 Pengaruh tampilan pencahayaan terhadap tampilan visual *interior*

Berdasarkan hasil analisis data menggunakan Histogram yang memuat tentang koefisien variasi untuk menguji pengaruh tampilan pencahayaan terhadap tampilan visual interior, pembahasan berdasarkan teori dan hasil temuan, maka penelitian ini menemukan jawaban untuk rumusan permasalahan pertama. Rumusan permasalahan pertama tentang pengaruh tampilan pencahayaan terhadap tampilan visual *interior* pada ruang publik mal di Yogyakarta, didapat jawaban bahwa tampilan pencahayaan memiliki pengaruh terhadap tampilan visual *interior* ruang publik mal di Yogyakarta. Pengaruh yang membuat pengunjung betah berada di ruang publik mal adalah pengaruh yang membuat suasana menjadi elegan, eksklusif, mewah, bersih dan akrab dengan tampilan pencahayaan yang terang dan tidak silau. Pengaruh tersebut ditentukan oleh jenis dan warna material yang digunakan serta komposisi antara pencahayaan dan material pada ruang publik mal di Yogyakarta.

#### 5.1.2 Pengaruh secara bersama-sama tampilan pencahayaan dan tampilan visual *interior* terhadap kebetahan pengunjung

Berdasarkan data kuesioner pengunjung mal, yang menggunakan empat mal (Ambarrukmo Plaza, Lippo Plaza, Jogja City Mall dan Mal Malioboro) sebagai *sample*, dan data dianalisis menggunakan statistik *path analysis* (analisis jalur), untuk menghitung pengaruh secara bersama-sama tampilan pencahayaan dan tampilan visual *interior* terhadap kebetahan pengunjung, maka penelitian ini

menemukan jawaban untuk rumusan permasalahan kedua. Rumusan permasalahan kedua tentang pengaruh secara bersama-sama tampilan pencahayaan dan tampilan visual *interior* terhadap kebetahan pengunjung pada ruang publik mal di Yogyakarta, didapat jawaban bahwa ada beberapa faktor yang mempengaruhi kebetahan pengunjung, untuk rata-rata pengaruh secara bersama-sama tampilan pencahayaan dan tampilan visual *interior* terhadap kebetahan pengunjung pada ruang publik mal di Yogyakarta yaitu 37,5%.

### **5.2 Implikasi**

Hasil dari penelitian ini dapat digunakan untuk beberapa implikasi, antara lain:

1. Penelitian ini dapat dijadikan acuan perancangan interior mal pada saat akan merenovasi
2. Penelitian ini dapat dijadikan acuan untuk merenovasi ruang publik mal sehingga dapat mencapai target yang diinginkan
3. Penelitian ini dapat menambah wawasan perancangan bangunan mal yang berkaitan dengan ruang publik yang memperhatikan perilaku pengunjung

### **5.3 Saran**

Tampilan pencahayaan dan tampilan visual interior merupakan sebagian dari faktor kebetahan pengunjung pada mal. Oleh sebab itu diperlukan beberapa penelitian lanjutan untuk mendefinisikan faktor lain dalam kebetahan pengunjung, terutama dalam lingkup arsitektur. Ini dapat menjadi acuan bagi perancangan mal yang akan datang dan dapat mengedukasi masyarakat .

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